

*For -
Mr. H. W. C. Linsdale
Chairman of the Board*

60,000 ACRES IRRIGATED FARMS



TEXAS LAND & DEVELOPMENT CO.
PLAINVIEW, TEXAS.

SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409



TEX
53-3
1353
1355
5625

Introductory.



HIS booklet is presented to you with the thought of securing your attention and most careful investigation. Our object is to faithfully present the facts in such a manner as to draw an accurate focus on the vast irrigated district in the Plainview country presented by the Texas Land & Development Company (as sales agents for the owners) fully realizing that if we can secure your attention long enough to make an investigation the facts and conditions presented will be sufficient.

For the benefit of the plain American farmer it is written in simple style and made extremely practical, but the local conditions appeal equally strong to the man who is somewhat a scientist as well and who keeps abreast of the new agriculture. Under irrigation methods only can true scientific farming be practiced.

Any country that is good enough for the best farmer is also the best location for all kinds of business and professional men who want to locate where op-

portunity is not entirely bald, in order that they and their sons may share in the great development which irrigation is bringing to favored portions of this "Great Western Country."

Either as a home for those who are tired of the pressure of city life and who wish to join the multitudes that are going "back to the land," or as strictly an investment proposition, the irrigated fruit, truck and farm lands offered for sale by this company have no superior.

This booklet does not go into detail. Special pamphlets which have been issued by this company deal with the principal industries of the Plainview country in a thorough manner. Briefly, it tells of irrigation, products, profits and opportunities in the best section of the biggest state in the Union. This booklet contains no exaggeration or misleading statements. The truth should be sufficient to interest you. The profuse illustrations are of what others are doing here. You can do as well as they.

Facts should be
sufficient.
What others do
you can do.

We ask your
most careful
investigation

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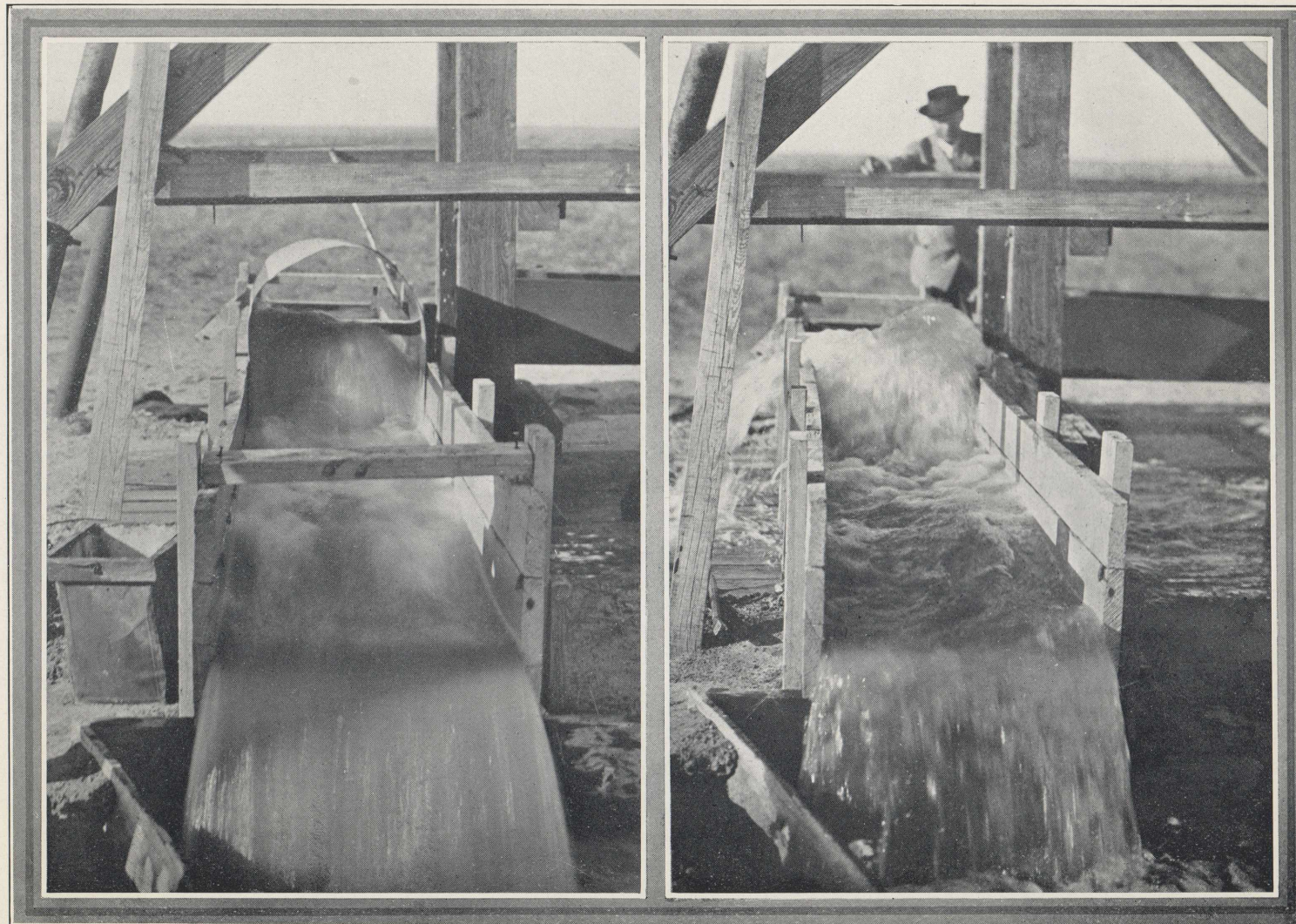
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most careful
investigation

Facts should be
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What others do
you can do.

Texas Land and Development Company

Perry Well
2½ miles west
Plainview
1200 gallons
per minute



Perry Well
6 miles southwest
Plainview
1500 gallons
per minute

Irrigation by pumping great success

Plainview



WITH a population of 6,000, Plainview is the second largest town on the Texas plains. It is the county seat of Hale County, which is the best developed and wealthiest district, agriculturally, in all West Texas. Plainview has made a phenomenal growth since the coming of the Santa Fe Railroad a few years ago, rapidly changing from a pioneer "cowtown" to the principal agricultural, educational and commercial center of the South plains.

It prides itself on being the home of Wayland Baptist College and Seth Ward Methodist College, and has three-quarters of a million dollars invested in schools and churches. There has never been a saloon or den of vice of any description in Hale County, and Plainview is recognized as one of the cleanest and most moral towns in the state.

Plainview has three national banks with \$100,000

capital stock each, five lumber yards, three wholesale houses, an excellent class of retail stores, \$30,000 opera house, cement sidewalks, modern sewer system and water works, electric light and ice plant, three newspapers and other things that go into the framework of a good business and residence town. The business portion of Plainview is practically all of brick or concrete construction. The residence district is artistic and up to date, and the beautiful homes are surrounded by bluegrass lawns and shade trees.

The citizenship has been gleaned from every state and land. Naturally, they are broad-minded and enterprising; also they are sociable and refined. Practically all secret orders are represented, many having commodious homes. On account of her progressive citizenship and unrivaled natural advantages, Plainview is destined to become one of the important cities of the West.

Climate and Rainfall

The altitude at Plainview is approximately 3,000 feet, and a more delicious and invigorating atmosphere never filled human lungs. In our pure ozone health is contagious rather than disease, and our mortality statistics are as low as in any part of the

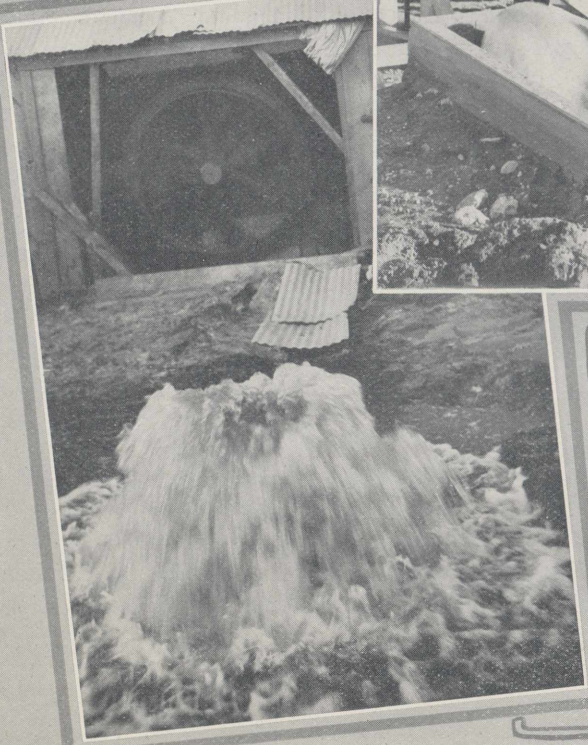
world. Health is the chief asset in the battle of life, and the Plainview country has no malaria, no yellow fever risks and no tuberculosis or asthma—save when cases come here for relief.

High Class
Citizenship and
Good Schools
should appeal to
every home buyer

Ideal climate,
pure water,
rich soil,
make wealthy
and
prosperous homes

Texas Land and Development Company

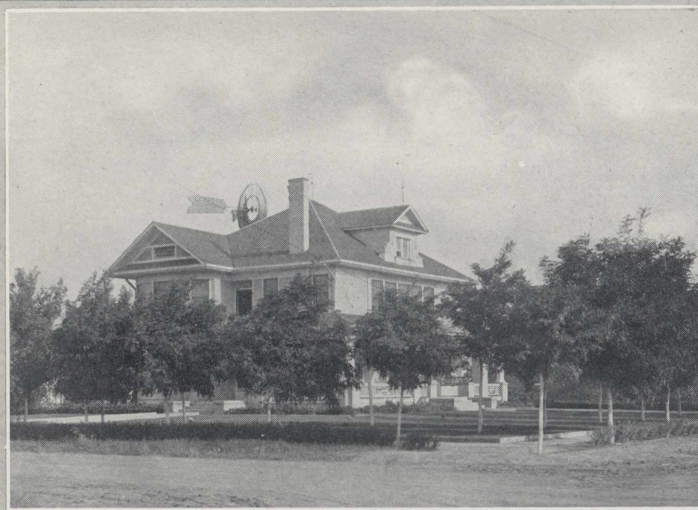
Clingman-Hall
Well
1000 gallons
per minute



Brooks Well
1 mile south
Plainview

Graham well, 1200 gal. per min., 1 mile north Plainview

Plainview a city
of Modern Times
and Conditions,
Schools and
Churches



Plainview has
6000 people,
Electric Lights,
City Water Works,
Three
National Banks

Modern Homes in Plainview

Irrigation
in
Plainview district



1500 gallons
per minute

This Well Will Irrigate 200 Acres

The summer temperature usually ranges between 60 and 90 degrees, and even in July and August the cool nights insure dreamless sleep, with covering and without mosquitoes. The winters are short, and the thermometer seldom reaches zero. The growing season is from six to nine months, containing 300 days of sunshine, permitting the production of all general farm crops.

The annual precipitation is twenty-four and one-half inches for a period of twenty years. The winter months are sufficiently open for stock to graze

in the fields the year around. Three-fourths of the precipitation comes during the growing season, and since the soil is of a nature peculiarly adapted to the retention of moisture, but little irrigation is required to amply supplement the rainfall during the spring and summer. The autumn weather is ideal for the harvesting of crops, and with proper precautions not even hay need be damaged as to quality or color by rains occurring during earlier harvesting periods.

Topography and Soil

The Plainview country is smooth and level, save for a general slope to the southeast of about ten feet to the mile. Geologists state that this section was once the bed of a vast, inland sea, but that it became drained by earthquake action, causing the south and east borders to drop. This theory explains not only the present drainage slope, but the even deposits of marl, loam and clay which make up our soil. Only alluvial deposits from the bed of a body of water could be as incomparably rich as the soil of the Plainview country, and so this theory is generally accepted.

To a uniform depth of from three to six feet the Plainview country is covered by a fertile loam that varies from a chocolate color to black. There is just enough sand in same to scour a plow and to permit water to percolate easily. Under flooding irrigation

methods the porous soil does not bake, sour or pack.

Underlying the loam is a clay stratum which extends to a depth of from sixteen to twenty feet. It is easily penetrated by the roots of alfalfa and other plants of like nature. There are absolutely no rocks or stones in or on the surface of the Plainview country. Neither are there any roots or grubs to hinder the farmer. And since there are no canyons, gulches or hills, it seems as if the Plainview country were created to be developed into one vast irrigated garden—easy to irrigate, anxious to produce and without one foot of waste land.

There is positively not a trace of alkali or other injurious chemical in the soil of the Plainview country, and it has not failed to make prolific yields of any temperate zone crop to which it has been planted.

No stones, no roots or grubs. Ninety-nine acres out of every hundred choice tillable land.

Irrigation on these lands means 100% crop every year

Successful
Irrigating on
Snyder farm



Plainview,
Texas

Irrigation on Snyder Farm, Near Plainview

Marketing Facilities

The marketing facilities of the Plainview country are unexcelled. It has direct railroad connections with Denver, Kansas City, Chicago and Oklahoma City markets to the north; to Fort Worth, Dallas and the bulk of Texas to the east, and to the south there are the cities of Houston and San Antonio, while the completion of the Panama Canal will throw the commerce of two continents through the Plainview country, on its way to Galveston and the Gulf of Mexico. The Santa Fe Railroad gives us direct connection with Galveston harbor and thence to the markets of the world.

However, there is not sufficient irrigated fruit land in Texas to supply 25 per cent of the demand for fruit; 70 per cent of the hogs consumed in Texas packing houses have to be shipped into the state; the

plains country has a monopoly on the production of midsummer vegetables and truck, which command a high price on a ready market in the portions of the state that have a lower altitude; there are few sections of Texas where alfalfa can be raised, and the demand for same is so strong that the Plainview irrigated farms will never be allowed to ship the hay out of the state.

The above are only a few of the products of the Plainview country for which Texas is clamoring. The fact is that our own state will furnish a market for every output of the Plainview irrigated farm, and this shorter haul means a less expenditure for freight charges, and a greater profit to the producer, as well as placing the danger of loss in transit on perishable stuff at a minimum.

The Irrigation System

The Plainview country is underlaid with an inexhaustible supply of sheet water at a shallow depth of from thirty to sixty feet. This water occurs in strata of sand and gravel which maintains a proportion of one part water to three parts sand and

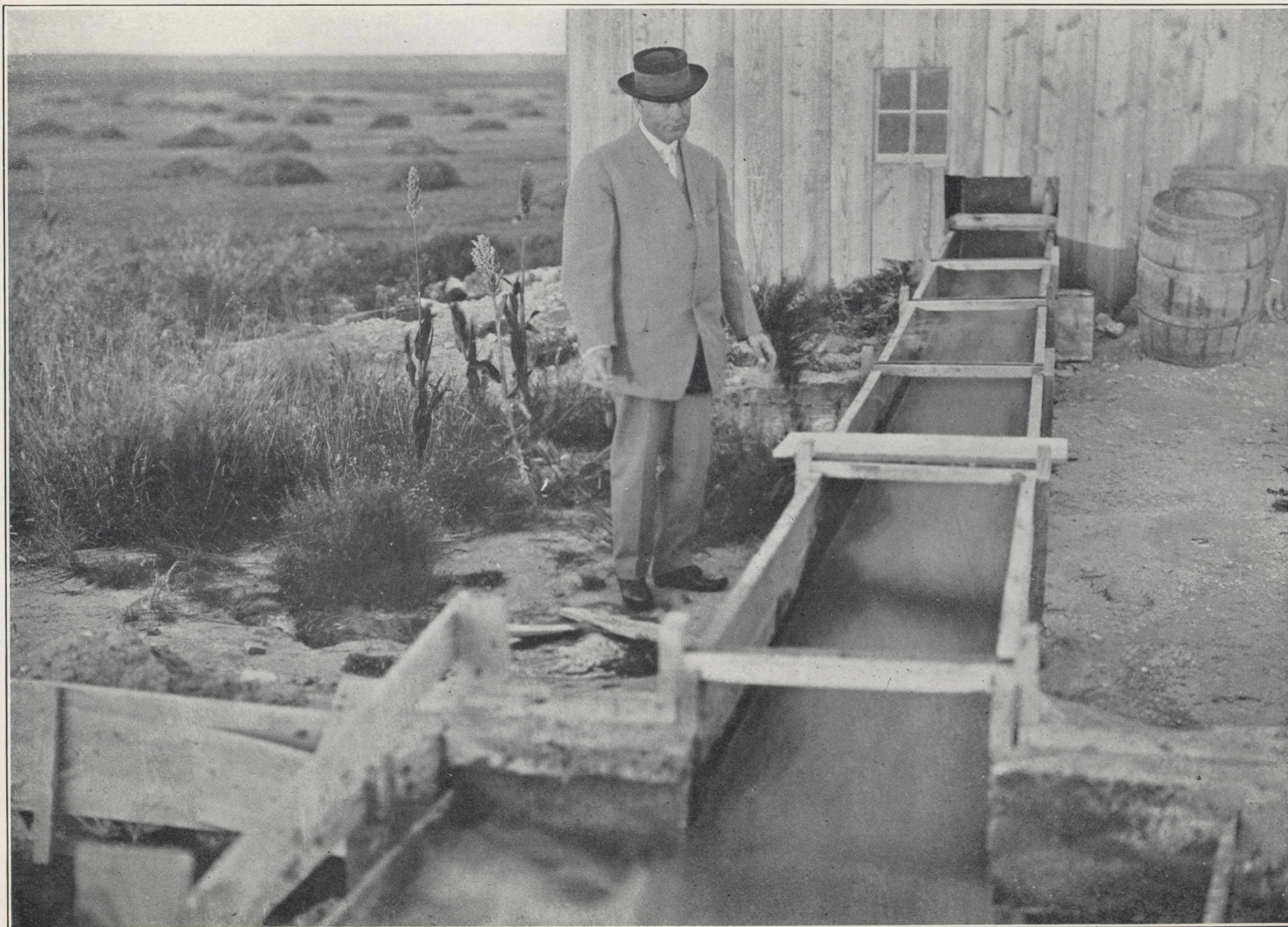
gravel, and extends down several hundred feet. The source of the water is thought to be the melting snows of the Rocky Mountains. Underneath the Plainview country it is flowing slowly to the southeast.

All the markets
of the Great West
are available
from the
Plainview district

Pumping Irrigation
has revolutionized
the application of
water to the soil.
Using only what is
actually needed


Texas Land and Development Company

**Irrigating
Alfalfa**



**J. H. Stalon's
Plainview
Ranch**

Modern Irrigation in Plainview District



Own an
Irrigated Farm
where your crops
are a certainty

The water is raised for irrigation by centrifugal pumps, operated by gasoline or oil-burning engines, at a cost of less than \$1.00 for placing twelve inches over an acre of land. It is impossible for these pumps, yielding from 1,000 to 1,500 gallons per minute, to make any appreciable impression upon the water-head.

The water arrives at Plainview after flowing through hundreds of miles of natural filter beds, 99.8 per cent pure, and containing no trace of alkali or other injurious chemical. The union of pure water and perfect soil produces almost incredible crops. The levelness of the land places the cost of irrigation at a minimum.

Advantages of Irrigation

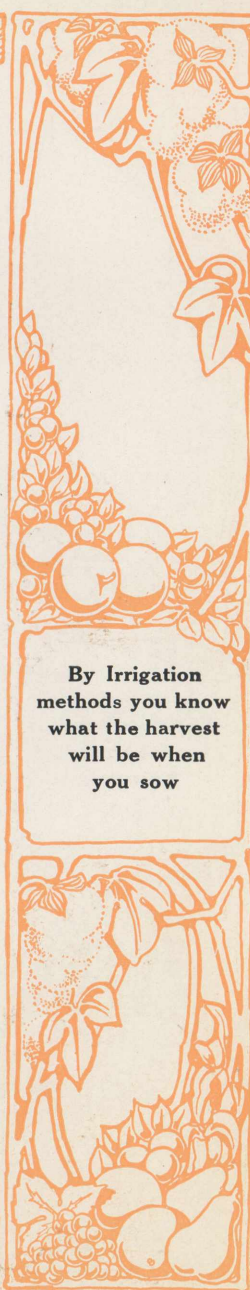
Irrigation means merely Perfect Farming. For it is the only system under which crops can be furnished the right amount of water and at the right time.

The irrigated area of the United States has increased from 100,000 acres to 12,000,000 acres in fifty years. There is a rush for irrigated land, and

Irrigation by pumping is gaining great favor throughout the United States. The owner of a well with an individual pumping plant can furnish his crops with water just when and in just the amount needed. This means the ability to grow any variety of delicate fruit or truck, as well as maximum yields from the general crops.

Numbers of experts who have visited the Plainview country claim that we have the cheapest and best irrigation system in the world. One well will take care of 160 to 320 acres, varying with the variety of crops.

there is a reason. Wherever one finds the most valuable crops, the highest-priced land, the best roads, the most compact and most prosperous communities, there he finds irrigation. Irrigated sections have the best schools and churches, social and business facilities, for they are inhabited by only the most cultured, most ambitious and enterprising types of people.



By Irrigation
methods you know
what the harvest
will be when
you sow



Texas Land and Development Company

Irrigation on
Callahan Ranch,
14 miles southeast
Plainview



This well
furnishes
1000 gallons
per minute

Irrigating Alfalfa, at less than \$1.00 per acre foot

Peanuts
never fail,
worth \$60.00
per acre



Peanuts a
profitable
crop

Gathering peanut crop

Cutting
and baling
Alfalfa



Making 7 tons
per acre
on 5 cuttings

This Farm Paying Over \$50.00 per acre Annually

But summing up the advantages of irrigation in a single phrase it would be: "The Assurance of Good Crops." Irrigation eliminates every uncertainty. Go into an irrigated district and you will hear: "We know what the harvest will be. We can figure out months ahead our alfalfa tonnage, or beets, or potato yield." While in the district that depends on rainfall the farmers are saying: "Will it rain? Will it rain enough? Will it rain too much? Will it rain at the right time?"

Under irrigation methods there is no weather worry. Farming has been placed on a business basis. The owner of an individual pumping plant in the Plainview country measures to a mathematical nicety the amount of water each root requires. He can raise all varieties of delicate truck that need a set

amount of water at certain periods. His yields are the maximum that this fertile, alluvial soil will produce. Furthermore, they are always of superior quality, grading number one.

The day of intensely cultivated small tracts is here. Irrigation has ushered in the New Agriculture. An irrigated acre will return as much revenue as four acres in the average rainfall belt. Therefore, land in the older irrigated sections is selling for four times the amount that farms in the rain belt bring. There is no irrigated district on earth that has a shade of advantage over the Plainview country. How long before the prices of our lands in this new irrigated belt will be enhanced to their true values?

The successful man is the fellow who was at home when Opportunity knocked.

Truck Farming

At the Dallas State Fair in 1912, the Plainview country captured:

First Premiums on Johnathan Apples, Roman Beauty Apples, Limber Twig Apples, Crab Apples, Storm Proof Apples, Heath Cling Peaches, Holcher Wonder Peaches, October Peaches, Best Plate any variety Peaches, Best and Largest Display Peaches, Irish Potatoes, Pumpkin Yams, White Yams, Any Variety Yams, String Beans, Dry Beans, Carrots, Parsnips, Cabbage, Cauliflower, Radishes, Celery, Winter Squash, Pumpkin,

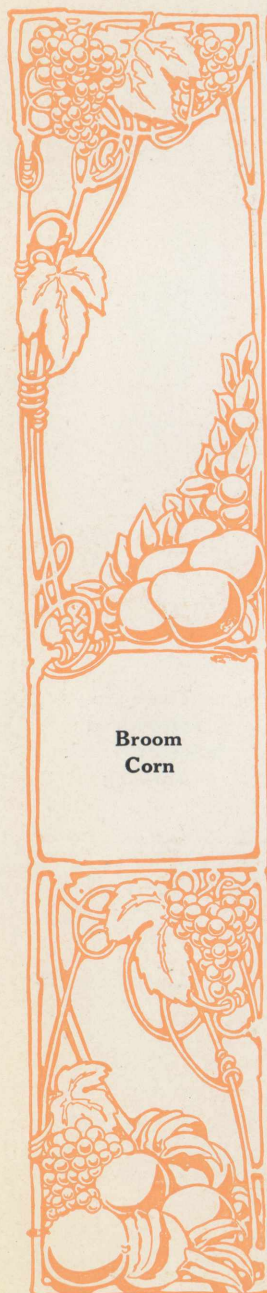
Cantaloupes, Onions, Collection Vegetables, Sugar Beets, Nicaragua Wheat, Any Variety Wheat, Speltz, Broom Corn, White Kaffir Corn, Alfalfa.

Second Premiums on Winesap Apples, Missouri Pippin Apples, Apples any Variety, Largest Display Apples, Beets, Tomatoes, Kershaw, Watermelons, Cantaloupes, Onions, Turnips, Mediterranean Wheat, Red Rust Proof Oats, Oats, any variety, Red Milo Maize, Display Milo Maize and Kaffir, White Milo Maize.

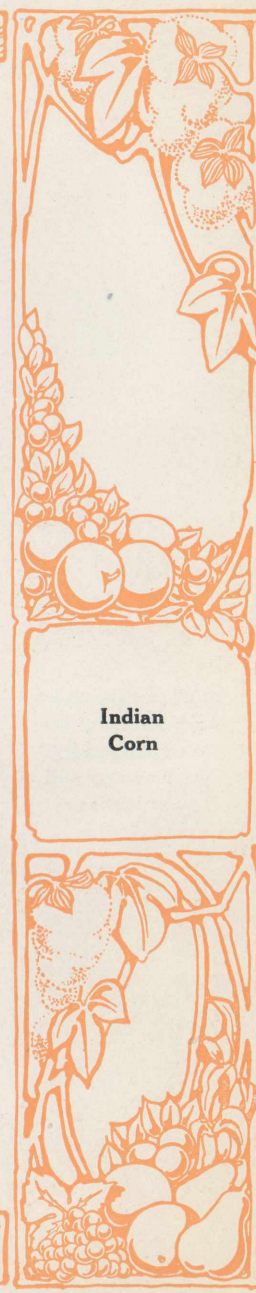
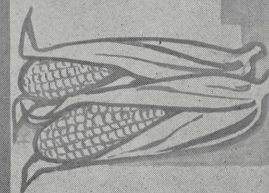
Your profits on an irrigated farm are only limited by your energy and your acreage

There are fortunes in Irrigated Truck Farming

Texas Land and Development Company



Broom
Corn



Indian
Corn



Kaffir Corn

Delicate truck *must have water* just when it needs it. This is possible on our irrigated truck farms, for they are all supplied by individual pumping plants. People now realize that a pumped irrigation section offers the most advantages for truck growing, and the values of such land are going up accordingly.

The growing season of the Plainview country is amply long for producing all but the most tropical varieties of truck. Here are a few of the crops that have been proven profitable in this section: Strawberries and all other temperate zone berries, cantaloupes, watermelons, asparagus, beans, peas, cabbage, sweet and Irish potatoes, beets, parsnips, pumpkins, carrots, turnips, onions, tomatoes, celery, peppers, cauliflower, artichokes, cucumbers, eggplants, radishes, kale, lettuce, mustard, okra, parsley, spinach, rhubarb, squashes and many others.

Under proper cultural methods it is impossible to overtax an irrigated acre in the Plainview country. Several different truck crops can often be raised on the same tract of ground in a single year. Planted between the rows of your orchard trees, the water and the land are economized, and the truck and the fruit together have been known to net \$1,000.00 per acre per annum.

Plainview sugar beets contain 18 per cent sugar, and yield twenty to thirty tons to the acre. Our watermelons and cantaloupes are famous for their

size and sweetness and shipping qualities. Delicate celery and Bermuda onions do well here, and surprising results follow skilful market gardening. Much of our truck comes on in midsummer, after the early gardens have ceased bearing, and a ready and high market awaits it.

The following table has been carefully and conservatively compiled:

Variety of Crops.	Value per Acre.
Beans.	\$ 75 to \$ 100
Cabbage.	400 to 600
Strawberries.	700 to 1,000
Cantaloupes	250 to 500
Grapes.	300 to 500
Tomatoes.	200 to 400
Onions.	250 to 500
Sweet potatoes.	200 to 350
Irish potatoes.	200 to 400
Lettuce.	250 to 500
Watermelons.	250 to 500
Asparagus.	750 to 1,000
Sugar beets.	75 to 150
Celery.	750 to 1,000
Turnips.	75 to 150
Cucumbers.	250 to 500
Parsley.	600 to 800

Your Opportunity
is now. The
Demand is
increasing.

Don't overlook
these facts.
They are what
others have done

Texas Land and Development Company

**Most profitable
of all
feed crops**



**75 bushels
per acre in
Plainview district**

Marketing 5000 bushels Kaffir corn

Harvesting
Broom corn,
\$100.00 per acre
Plainview
district

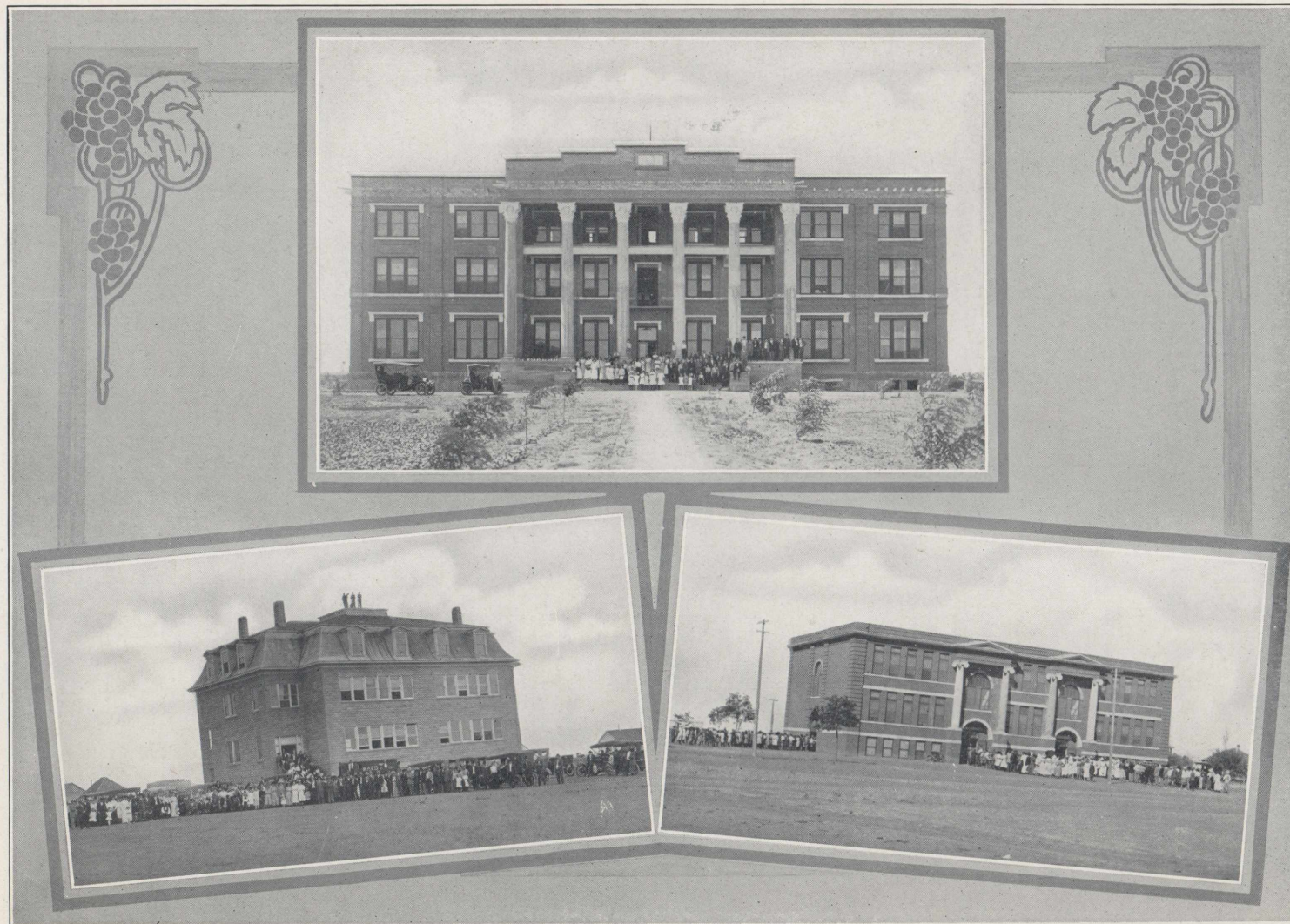


Broom corn
a sure
crop



Prosperous German going to market

Seth Ward
College,
Plainview, Texas



High School,
Plainview, Texas

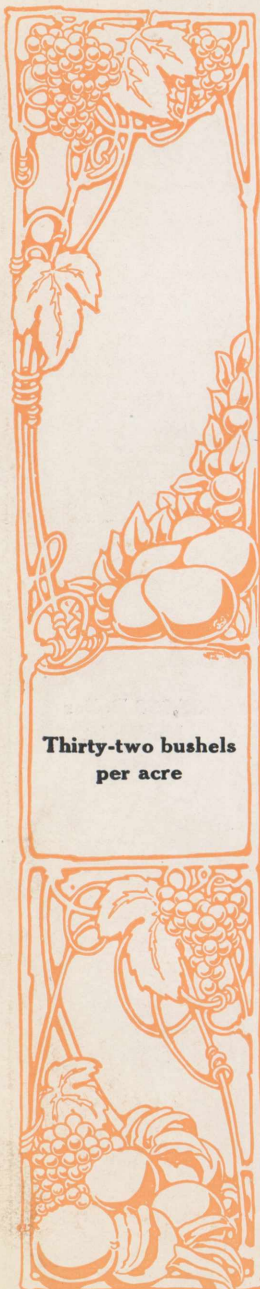
Wayland Baptist College, Plainview, Texas



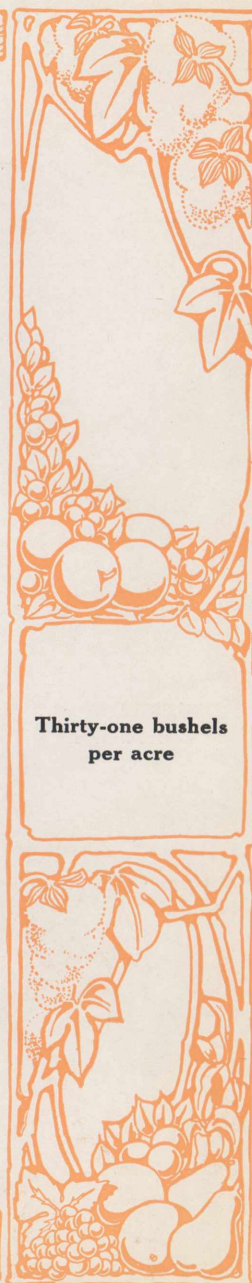
85,000 Dollar
Court house

35,000 Dollar
Methodist
Church

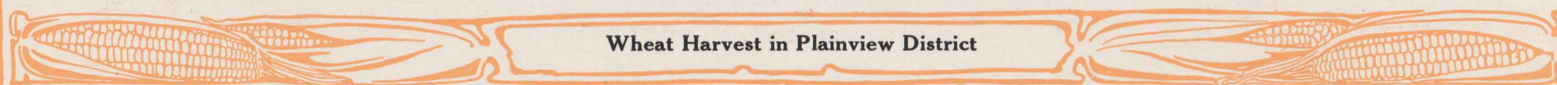
Chautauqua park, Plainview



Thirty-two bushels
per acre



Thirty-one bushels
per acre



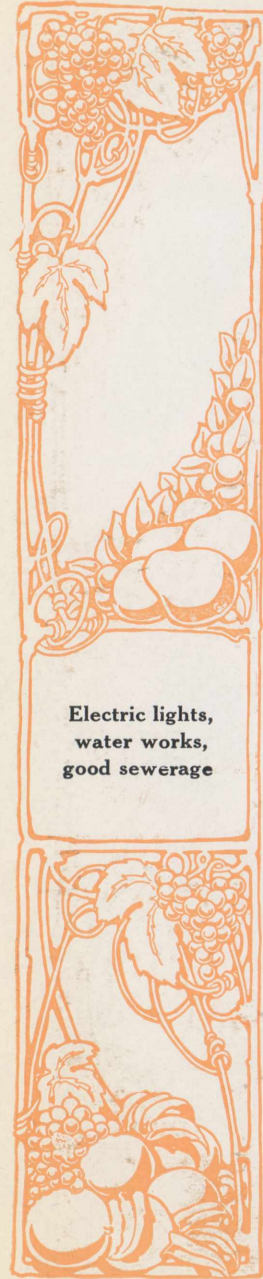
Wheat Harvest in Plainview District

Eighty-five bushels
Oats per acre



Oats grow to
perfection in
Plainview district

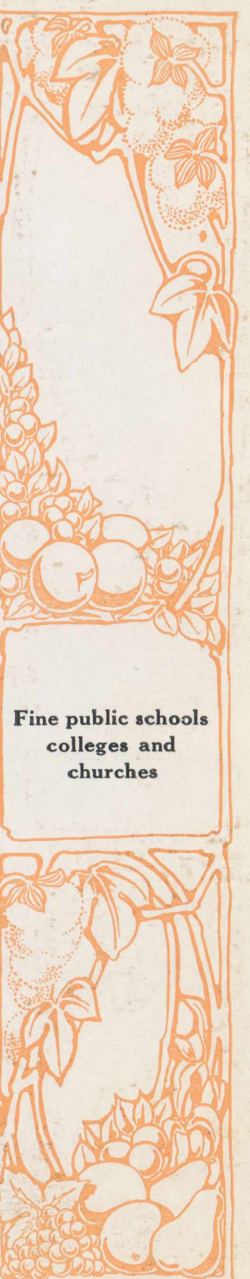
Harvesting 1912 oat crop



Electric lights,
water works,
good sewerage



Fine public schools
colleges and
churches



Most Prosperous City in Southwest

Plainview, Looking Northwest

Has six thousand High Class American Citizens

Growing cotton,
Plainview
country



Making bale
per acre

One of the staple crops

**25,000 bales
raised in
Plainview district**



**Cotton will pay
\$50.00 per acre
under Irrigation**

Cotton yard, Plainview, Texas

85 Room
Modern Hotel



Fireproof
throughout

Hotel Ware, Plainview

Alfalfa Culture

Perhaps no crop has attracted as much attention in the United States the past few years as alfalfa. One reason for this is that so many new uses for the plant have been discovered. Alfalfa yields more cuttings of hay than any other crop, and since harvesting is practically the only expense connected with growing alfalfa, the profits are large and the culture popular.

However, on account of unsuitable soil or climatic conditions, or the inability to irrigate, but few portions of the United States can grow the plant profitably. The Plainview country has a deep soil, free from alkali; a long growing season; cheap water for irrigation, and is said to be one of the most profitable alfalfa-growing districts in the world.

The irrigation seldom costs more than \$2.00 per acre per annum, and from five to seven crops of hay are cut, which yield from a ton to a ton and one-half per cutting. This sells at an average price of \$12.50 f. o. b. Plainview. For many years the alfalfa hay of the Plainview country has taken first premium at the Texas State fairs.

For the production of alfalfa seed no country

excels this section. To show the profits from seed: One Plains farmer threshed 10.21 bushels of seed per acre, which, at the prevailing market price, made a gross return of \$134.77. He also cut two crops of hay, making the total net profits from the seed and hay more than \$150.00 per acre.

In planting alfalfa about twenty pounds of seed to the acre will insure a good stand. Another advantage in favor of the Plainview country is that no inoculation is required beforehand in order to get your alfalfa field started. Outside of occasional discing, alfalfa here requires no cultivation, and is certainly a "lazy man's crop."

The alfalfa market in the United States will never become glutted, for the clover has not yet been introduced into the great hay and forage-consuming centers of the Nation. At present, nearby markets are always too strong for alfalfa to have to be shipped any appreciable distance. Texas will always be an ample market for all the alfalfa it can produce, and this insures more profit on account of short hauls.

**An irrigated
Alfalfa farm,
more certain and
profitable than
a gold mine**

**We can sell you
an irrigated alfalfa
farm, so you can
afford to own it**

Texas Land and Development Company

One farmer,
marketing
1080 bushels
wheat



First National
Bank Building,
Plainview, Texas

Plainview the Best City in West Texas

Someone says: "Put a pig in an alfalfa field and he is sure to make a hog of himself." Hogs can be grazed on Plainview alfalfa the year around, and this is the main reason why the Plainview country is known as the greatest hog-raising district in Texas. The profits from grazing hogs on alfalfa, from the hay, and from the seed, are almost incredible. And

yet this big revenue is garnered with a minimum of labor and expense.

In the light of the above it is not surprising that a frantic scramble for alfalfa land, oftentimes at prices of \$500.00 per acre, is being made all over the United States.

Horticulture

To sum it up beforehand: The Plainview country has an ideal combination of soil, water, climatic and marketing facilities for profitable fruit growing. Now that ranches and extensive wheat fields are giving way to orchards and irrigation has been discovered, horticultural experts bear us out in the statement that this will shortly become one of the largest, as well as the most versatile and productive orcharding districts in America.

The Plainview country apple is an absolutely certain crop, and is well known for its splendid size, flavor and shipping qualities. The trees start to bearing the third year. Young apple orchards here have netted \$500.00 per acre for the fruit alone, and when the revenue from the truck or field crops between the rows is added in, the income from an irrigated orchard acre is often above \$1,000.00 per acre. Plains

apples captured every premium at the Dallas State Fair in 1911 and 10 leading varieties in 1912. The following varieties are popular: Jonathan, York Imperial, Arkansas Black, Winesap, Gano, Missouri Pippin, Ben Davis, Limbertwig, and many other commercial varieties.

The pear that calls for the most exact requirements of Nature's facilities finds them here. Many varieties can be grown, but the most popular are the Bartlett, Keiffer and Duchess.

Prune culture, like many other industries, was little fostered under the early growing conditions of the Plainview country, but now much attention is being paid to this fruit, and it seems that the irrigated portion of the Plains will shortly become a "second California" in the production of this highly profitable crop.

**Hogs and Alfalfa
will make you
a bank account**

**Over one hundred
varieties of fruit
grow to perfection
in Plainview
irrigated country**

Texas Land and Development Company

13 full crops in
15 years is the
record of peach
growing in
Plainview district



This 3 year old
tree had 4 boxes
peaches this year

Three year old Elberta peaches

Winesap,
the most reliable
apple grown



There is no
safer investment
than a fruit farm
in the
Plainview district

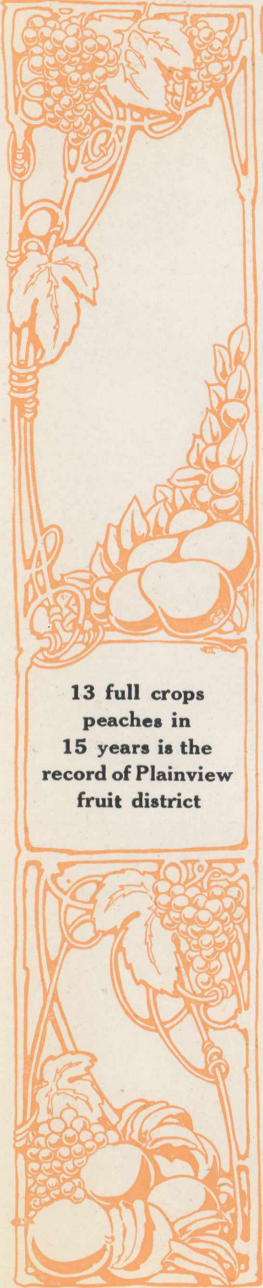
4 year old Winesap orchard near Plainview

**Fruit culture
is a source of
pleasure as well
as profitable**



**Get a fruit farm
to retire on**

Gathering fruit in the Plainview country



The apricot is another crop that is rapidly forging into popular favor in the Plainview country. The apricot does best under semi-arid conditions, where irrigation is possible, and it will soon be an important commercial crop here. Our people have been devoting most of their attention to apples, peaches and plums—the crops they were best acquainted with.

More than \$800.00 worth of fruit per acre has been gathered from a Plainview irrigated peach orchard. The local peach is much sought after on account of its large size, delicious flavor and exquisite coloring. Among the leading commercial varieties are: Krummel's Lato, Elberta, Heath Cling, Moore and almost all the leading Persian and North Chinese races. Peaches have been raised here that weigh more than twelve ounces.

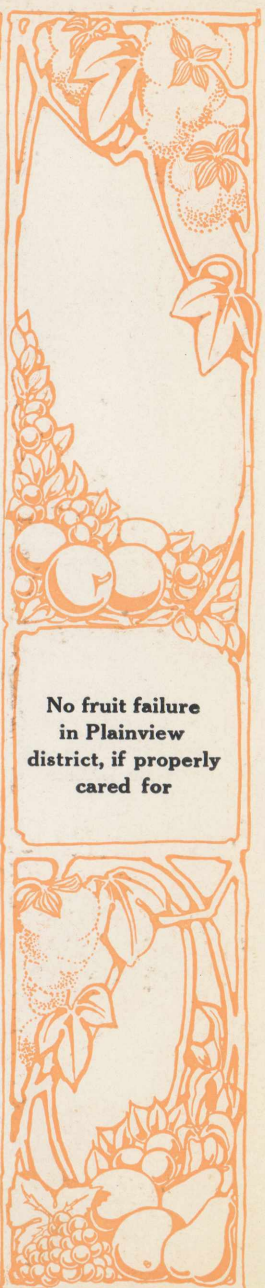
Plainview plums hold an enviable position in the commercial world. The Damson Plum of New England fame grows here in the same orchard with the Green Gage of semi-tropical regions. Other well-adapted varieties are the Golden Wonder, Hawkeye, Hammer, Wolf, Wyant, Miner, Golden Beauty, Eagle, Wild Goose, Burbank and Yosobe.

Grapes are a sure and profitable crop. One Plainview vineyard, which yields 2,500 pounds to the acre, has the following seventeen varieties successfully bearing: Beacon, Carmen, Fern Munson, Moore's Diamond, Wapanuka, Rommel, Watumkah, Green Mountain, Delaware, Brilliant, Norton, Xlinta, Chapanel, Lukafata, Regal, Hunt and Priestly. Best of all—the *Big White Grape* flourishes here.

The Plains country is the only portion of Texas where cherries do well. All the leading varieties of sour cherries flourish in the Plainview country.

Blackberries, dewberries, strawberries, gooseberries and raspberries are very productive here under irrigation. Strawberries have yielded \$1,000.00 worth of fruit per acre.

Horticulture is past the experimental stage in this section. There are 4,000 acres of bearing orchards in Hale County, and within the past year the Plainview Nursery has sold \$20,000.00 worth of trees. Insects bother little, and all orchards thrive where irrigation is used.



No fruit failure
in Plainview
district, if properly
cared for



Texas Land and Development Company

8 years ago
this was
Bald prairie



Grapes never
fail in
Plainview country

A comfortable farm home near Plainview

**This farmer
uses
Irrigation**



**This farmer grew
106 bushel of
Kaffir corn per
acre in 1912**

The beautiful country home of Robert Alley

**These trees and
fruit show the
rapid growth in
irrigated district**



**Ideal for
Stock
farming**

Fine country home, 12 miles from Plainview

Stock Farming

Every irrigated plantation in the Plainview country is a stock farm. Under the above heading we will not speak of the crops grown, but only of the stock that are raised.

The Plains of Texas were always famous for live-stock, and now that irrigation has been introduced, this industry will become more valuable. For the increase in the values of land has meant the importation of blooded, commercial varieties of animals, and of systematic, economical methods of feeding and marketing. There is no general farm animal that will not thrive here, and since stock can graze the year around, and there is no bitter cold to mean expensive housing facilities and heavy feeding, and animals experience practically no disease in the Plainview country, this is thought to be the most profitable stock-raising country in the world.

The well-rounded irrigated stock farm yields the greatest possible financial returns because there is absolutely no leak. The necessary waste from your truck, fruit or general farm crops is consumed by your animals and poultry. Horses, mules and all meats are high, and there is every reason to believe that the prices will go higher still. Besides, it cuts

down the grocery bill to produce the bacon, beef, butter, milk, eggs and poultry that your family will use.

Hereford, Durham or "Shorthorn" and Polled Angus cattle are the chief beef strains, while the Holstein and the Jersey are used mainly for dairying. No tuberculosis, the silo, alfalfa, pure water and pure air make this a great dairying country. It is not unusual for a cow to produce \$100.00 worth of cream and butter in a year, with a calf thrown in.

Army, draft, driving and racing horses are bred and reared here with great profit. Kentucky Jacks and Percheron mares are used in mule breeding. This is an extensive industry. It costs \$25.00 to bring a mule up to two years of age, when he will sell for \$150.00.

Our hogs top the market with regularity, and have taken more prizes than any portion of Texas. Poland-Chinas, Berkshires and Duroc-Jerseys are the most popular strains. There was never a case of cholera among hogs in the Plainview country, and the grazing on alfalfa and the feeding of skim milk and the waste from truck patch and orchard bring the cost of putting a hog on the market at 2 cents per pound.

Successful irrigated farms require stock to consume the surplus waste

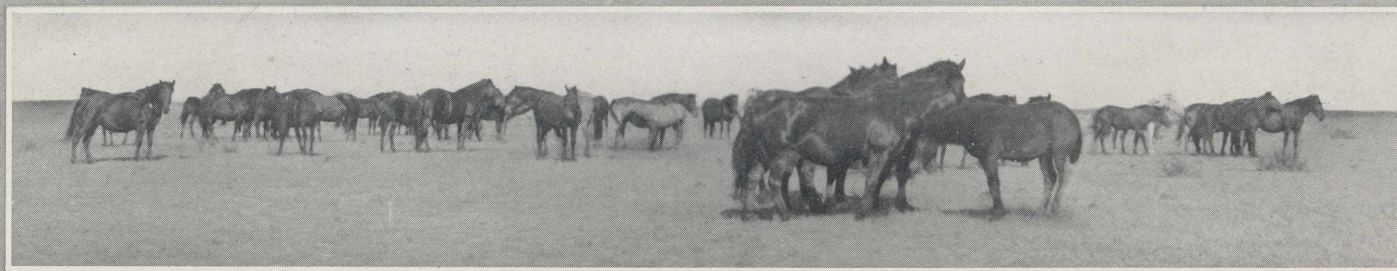
The ideal retired life is a stock farm in the irrigated district of Plainview, Texas

Texas Land and Development Company

**Stock farming
means
thoroughbred
stock**



**Horses and
Mules are
money makers**



Breeding fine stock in Plainview country

Raising sheep
more profitable
than corn



30,000 sheep
in
Hale county

3000 sheep on ranch near Plainview

**A 3 year old
pear tree
in full bearing**



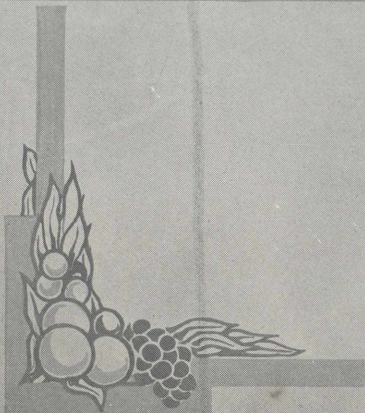
**3 year old
apple orchard
6 miles from
Plainview**

Fine country home 2 miles out

The
C. F. Saigling
Home



A country
swimming pool



Some beauty spots in the Plainview country

2000 miles
Graded Roads
in Hale County



International
Auto Route goes
over this Road

A Country Road near Plainview

The big blue
plums.
3 year old tree



Concord grapes,
they never fail

Golden Wonder Plums

**A ten year old
orchard, five
miles from
Plainview**



**This orchard has
paid over \$100
per acre for
five years**

Fine country home of E. Dowden

**Dam backing
water 8000 feet is
being constructed
on this farm**



**Boating, driving
and all kinds of
pleasure amuse-
ments are being
provided**

Pioneer Park Farm, 1 mile from Plainview

An investment of
a few hundred
now means a com-
fortable home for
balance of life

Shropshires and Merinos are the main breeds of sheep in this section. Fat wethers and lambs always bring high prices in Texas markets, and there is a very low death rate among lambs in the Plainview country.

No stock farm is complete without poultry, and there is no variety of poultry that will not thrive in

the Plainview country. One car of chickens, turkeys, ducks and geese shipped from Plainview this year brought \$4,000.00. Eggs can be produced here at a cost of less than 5 cents per dozen, and our poultry could be sold at a profit far below 5 cents per pound. However, high prices always prevail, and poultry-raising profits are immense.

Selling Plan

In placing these irrigated, improved orchard and farm lands upon the market, *as sales agents for the owners*, we have endeavored to give the purchaser the advantage of the very lowest price possible consistent with the high grade of development and improvements upon the lands. These lands will be sold in units of forty acres and range in price for the improved stock farm of 160 or more acres at \$100.00

per acre, up to \$250.00 per acre for the forty-acre unit, according to the development and improvements thereon. Our general sales agencies in Kansas City, Denver, Salt Lake City and Los Angeles, Cal., as well as the general office at Plainview, will furnish you with details as to the prices on individual tracts, upon application to any of the general sales agencies.

Opportunity
seldom comes but
once. This is yours,
don't let it pass

Terms

These lands will be sold upon terms of one-fourth cash and the balance one to five years' time, 6 per cent interest, payable annually as it accrues, and default of any interest payment for more than thirty days after it becomes due will mature all notes remaining unpaid against the property.

We are presenting you herewith an opportunity

to own a home of your own under the most favorable conditions to be found in the United States.

Respectfully,

THE TEXAS LAND & DEVELOPMENT CO.
PLAINVIEW, TEXAS.

M. D. HENDERSON,
General Manager.

Texas Land and Development Company



Production and Cost on a 40-Acre Irrigated Farm

20	Acres Alfalfa, five cuttings, six tons per acre, 120 tons at \$12.50.....	\$1,500.00
20	Acres Alfalfa, seed crop, eight bushels per acre, 160 bushels at \$8.00.....	1,280.00
6	Acres Alfalfa, ten dairy cows, twenty gallons of milk daily, at 15 cents per gallon.....	1,095.00
5	Acres Apples, forty-five trees per acre, five boxes per tree, \$1.00 per box.....	1,200.00
2	Acres Peaches, \$250.00 per acre.....	500.00
2	Acres Plums, \$250.00 per acre.....	500.00
1½	Acres Celery, \$750.00 per acre.....	1,125.00
1	Acre Asparagus.....	750.00
1	Acre Strawberries.....	700.00
½	Acre General Garden.....	150.00
1	Acre Poultry Yard and Lot, 300 hens, 600 dozen eggs at 15 cents.....	90.00
	500 young chickens at 25 cents.....	125.00
	Gross receipts.....	\$9,015.00

Expense of Operation

Interest at 6 per cent on original invest- ment, \$10,000.	\$ 600.00
Three hired men additional to family of five, at \$40.00 per month each.....	1,440.00
Fuel cost irrigation acre foot, per acre, at 90 cents.	36.00
Cutting, raking and baling hay.....	300.00
Expense boxing apples.....	130.00
Expense gathering and shipping strawberries	125.00
Expense handling and shipping asparagus..	100.00
Expense handling and shipping celery.....	150.00
Expense shipping peaches.....	50.00
Expense shipping plums.....	50.00
	<u>2,971.00</u>
Net profit, plus living for family of five.....	\$6,044.00

